

## **IN THE CLAIMS**

1. (Currently Amended) An improved method for an e-commerce retailer to display and sell items of a third party comprising:  
identifying one or more items of a third party with a unique identifier;  
associating the unique identifier of the item with an image of the item, said image residing on a computer maintained by a the third party;  
presenting at least some of the images of third party items to a user for on-line commerce, without indicating the items are third party items, said images being retrieved from said computer maintained by a the third party;  
in response to an order request from the user for one or more items, identifying, based at least in part on said unique identifier, each item requested and an appropriate third party for each requested item; and  
automatically generating an order for each requested item to be transparently sent to the third party.
2. (Original) The method of claim 1, wherein the items include products.
3. (Original) The method of claim 1, wherein the items include services.
4. (Original) The method of claim 1, wherein the images of items include graphic images.
5. (Original) The method of claim 1, wherein the images of items include descriptive text.
6. (Original) The method of claim 1, wherein a given unique identifier references a corresponding product Stock Keeping Unit (SKU) numbers.
7. (Original) The method of claim 1, wherein a given unique identifier references pricing information from a third party.

8. (Original) The method of claim 1, wherein a given unique identifier references order fulfillment information.

9. (Original) The method of claim 1, wherein said step of presenting includes: requesting images from a third party; receiving a list of Uniform Resource Locators (URLs) for said requested images; and displaying an on-line page that displays images retrieved from said URLs.

10. (Currently Amended) The method of claim 9 4, wherein the request for images includes background and formatting information of a particular third party.

11. (Original) The method of claim 1, wherein a particular third party provides photo-finishing services and the images correspond to user photographic images.

12. (Original) The method of claim 1, wherein a given third party provides Uniform Resource Locators (URLs) for images in various sizes and formats, thereby enabling retrieval and display of images to the user in various sizes and formats.

13. (Original) The method of claim 1, wherein a given third party initially provides smaller thumbnail images of the items and provides larger images in response to user requests.

14. (Original) The method of claim 1, wherein a given third party evaluates the request for images or descriptions and automatically indicates whether corresponding items are available.

15. (Original) The method of claim 1, wherein the unique identifier associated with a given item is stored in a user's shopping cart when the user selects the item.

16. (Original) The method of claim 1, wherein the images are rendered on a Web page for display to the user.

17. (Original) The method of claim 1, wherein the unique identifier of an item requested by the user is employed for placing a fulfillment request with a corresponding third party.

18. (Original) The method of claim 1, further comprising:  
automatically splitting an order including individual order items from more than one third party; and  
assigning fulfillment of individual order items to the appropriate third parties.

19. (Original) The method of claim 1, wherein an order including items from the retailer and items from one or more third parties is split amongst the retailer and the appropriate third parties.

20.– 57. (Cancelled)

58. (New) A system providing an improved method for an e-commerce retailer to display and sell items of a third party, said system comprising:  
an e-commerce retailer to identify an item of a third party with a unique identifier;  
an image server module for receiving information requests from the e-commerce retailer regarding certain items, and transparently providing images and descriptions of said items without an indication the items are third party items; and  
an order engine module, in communication with said image server module, for processing orders for items.

59. (New) The system of claim 58, wherein the items include products.

60. (New) The system of claim 58, wherein the items include services.

61. (New) The system of claim 58, wherein the items include graphic images corresponding to photo-finishing services offered to a user, at least some graphic images being based on photographs previously taken by the user.

62.(New) The system of claim 58, wherein the order engine module automatically validates each order.

63.(New) The system of claim 58, wherein the order engine module automatically checks availability of each item.

64.(New) The system of claim 58, wherein the order engine module automatically determines an appropriate third party fulfiller for each item.

65.(New) The system of claim 58, wherein the order engine module:  
automatically splits an order among more than one third party; and  
automatically assigns fulfillment of individual order items to one or more appropriate third parties.

66.(New) The system of claim 58, wherein the order engine module splits orders including items from the retailer and items from one or more third parties fulfillers amongst the retailer and appropriate third party fulfillers.

67.(New) An improved e-commerce system for providing products and services of third parties, said system comprising:

a computer implemented program logic to transparently present third party items to a user for on-line commerce;

computer-implemented program logic for receiving information requests regarding certain graphic images from an item presentation program logic, and providing digital images for display; and

computer-implemented program logic for processing orders for graphic images to be transparently sent to the appropriate third party.

68.(New) The system of claim 67, wherein the computer-implemented program logic for processing orders automatically validates each order.

69.(New) The system of claim 67, wherein the computer-implemented program logic for processing orders automatically checks availability of the graphic images.

70.(New) The system of claim 67, wherein the computer-implemented program logic for processing orders automatically determines a source of supply of each graphic image.

71.(New) The system of claim 67, wherein the computer-implemented program logic for processing orders automatically obtains digital copies of the appropriate graphic images after receiving orders for said graphic images.

72.(New) The system of claim 67, wherein the computer-implemented program logic for processing orders packages digital copies of graphic images together with an order for those particular graphic images, and automatically routes the order and digital copies of the graphic images to a third party fulfiller.

73.(New) The system of claim 67, wherein the computer-implemented program logic for processing orders automatically splits an order including individual graphic images from more than one third party fulfiller, and assigns fulfillment of individual order items to one or more appropriate third party fulfillers.

74.(New) The system of claim 67, wherein the computer-implemented program logic for processing orders splits orders including items from the retailer and items from one or more third parties fulfillers amongst the retailer and the appropriate third party fulfillers.

75. (New) The system of claim 67, wherein the order engine module automatically determines a source of fulfillment of each graphic image.

76. (New) A system comprising:  
a tagging logic to identify one or more items of a third party with unique identifiers, each unique identifier associated with data about that item;  
an e-commerce logic to transparently present at least some of the items to a user for on-line commerce;  
an XML request logic to retrieve the data about the one or more items from a third party website, and enabling the e-commerce logic to present the data to the user

for the on-line commerce; and  
an order engine to process orders for items.

77.(New) The apparatus of claim 76, wherein the data is image data.

78.(New) The apparatus of claim 76, wherein the items include products.

79.(New) The apparatus of claim 76, wherein the items include services.